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SUBJECT: Friday Update

A Friday Update for the next two weeks. I don't send anything over Thanksgiving because of the massive "out of office" replies which makes the IT folks angry.

City Council Agenda:

- Calpers Bond Item. An informational review of options to reduce long range pension costs on unfunded pension liabilities.
- Business Support/ Economic – An initial approach to bringing City assistance to the business community as a result of Covid 19 restrictions. This includes a City grant to the Chamber/Business Associations, City collaboration on implementation, a Business "town hall" to work on a longer term strategy, funding toward a marketing effort and an evaluation of future funding sources and a strategic response to a very dynamic situation.
- Grant Accept to Fire Funds- Acceptance of a \$12,800 grant to replace AED units in Fire vehicles.
- Endurance Capital Resolution- A resolution requesting the State to declare the Western States Endurance Race and the Tevis Cup as the "Official" 100 mile endurance events for the State of California.
- Green Means Go- a Resolution submitting a grant proposal to the Sacramento Area Council of Governments for a cooperative planning project between the City and Placer County for a transit oriented/mixed use project at Fulweiler/Nevada St/Domes area in the City. This is part of a program called "Green Means Go" which supports "smart" mixed use projects along transit corridors.
- Recognition Proclamation for Sergeant Gary Hopping on his recent retirement.

A few more items:

- Staff is working on items to streamline our processing for economic and development projects in the City. Two main efforts will be the release of a “request for qualifications” in a number of professional areas (engineering, planning, building) to establish lists of qualified contractors which can be called upon to assist in processing applications and developments moving forward. The second is the establishment of a “reimbursement of costs agreement” which allows applicants to quickly fund processing of applications and development costs through a deposit system so the related costs are funded up front to expedite process. Look for these to come forward in January, 2021.
- Staff met with the representatives for the Placer Wine and Ale Trail to advance promotion of our business and hospitality exposure. A really good promotional opportunity. The City will fund portions of the advertising and the business association’s will guide the content.
- City Staff is reviewing the Placer County Housing Element. The County has identified seven (7) key locations within the City sphere for transition to mixed use (multit-residential/commercial). Staff will be commenting with suggestions of higher collaboration on the recommended locations.
- The Traffic Committee met this week to review a couple items including traffic flow on Oak Street (near Taco Tree) and the consideration of turning Lincoln Way in the upper area of Downtown to a one way. Both items were pushed back to staff for further traffic review and options.
- The item regarding Downtown has spurred a basic need for some master planning for a transition for both Old Town and Downtown. From both a land use and circulation standpoint, a broader look at opportunities for both locations needs to occur. Staff will be developing a budget for a planning process for both locations.
- Placer County is working on a “Shop Placer” campaign to promote small business buying in response to the new Covid 19 restrictions. Staff, the Chamber and Visitors Center were all on a planning call and will be working to help roll it out. If ever there was a need for local buying, it is this year!
- Staff is meeting with both Recology and our consulting team regarding the permitting and environmental issues for the closed landfill next to Auburn Airport. A really difficult and expensive issue which has no easy short or long term answers. Stay tuned!

Finally, as we head into Thanksgiving Week during one of the most difficult periods of any of our lifetimes, I hope folks will take some time for a reflection on the things we can be truly thankful for.

We live in one of the most beautiful communities anywhere, with an abundance of nature, rivers, trails and a quality of life which is second to none. Auburn is the “Endurance Capitol of the World” because we have determination, grit and an inalienable respect for nature’s grandeur which surrounds us and we maximize it.



We have small businesses from the Auburn Journal which tells our story to those small restaurants which make our favorite meals. These give us identity and make our homes a part of a “hometown”. Small means it’s our neighbors and friends who generate our economy, provide local jobs, sponsor our kids schools and team sports. They are the Rotarians who provide the services to those in need.

It’s the City’s maintenance staff working with neighborhoods on maintenance projects to deal with fire dangers or dealing with the huge diesel spill in the street.

We have the men and women of our public safety who keep us safe, help people in the most difficult moments of their lives and protect us. We have the nurses and doctors care for us.

We have those in military service around the world who protect us from ideologies which really do not like freedom, democracy or peace. Freedom is not free, it is given to us by those men and women who will be thousands of miles away from home and family this holiday.

Mostly, we have each other. Neighbors, family, friends, coworkers, colleagues and strangers who become our extended family.

I wish you a very Happy Thanksgiving. Please stay safe, avoid large gatherings and be healthy!

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